

10-08-02

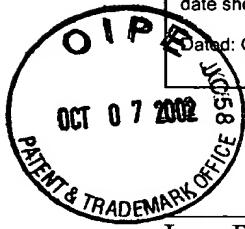
#3621

I hereby certify that this correspondence is being deposited with the U.S. Postal Service as Express Mail, Airbill No. EU110400527US, in an envelope addressed to: Commissioner for Patents, Washington, DC 20231, on the date shown below.

Dated: October 7, 2002

Signature:

*Naomi Serbantez*  
(Naomi Serbantez)



Docket No.: HO-P02014US0  
(PATENT)

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:  
Charles B. Forsythe, et al.

Application No.: 09/650,299

Group Art Unit: 3621

Filed: August 29, 2000

Examiner: Sough, Hyung Sub

For: METHOD AND SYSTEM FOR SELECTING  
AND PURCHASING MEDIA ADVERTISING

Commissioner for Patents  
Washington, DC 20231

Dear Sir:

Enclosed are the following items for filing in connection with the above-referenced Patent Application:

1. Petition for Extension of Time Under 37 CFR 1.136(a) (1 page);
2. Reply and Amendment (14 pages); and
3. Fee Transmittal (1 page)

Our check in the amount of \$55.00 covering the required fees is enclosed. The Commissioner is hereby authorized to charge any deficiency in the fees filed, asserted to be filed or which should have been filed herewith (or with any paper hereafter filed in this application by this firm) to our Deposit Account No. 06-2375, under Order No. HO-P02014US0/10207860. A duplicate copy of this paper is enclosed.

RECEIVED  
OCT 11 2002  
GROUP 300

Dated: October 7, 2002

Respectfully submitted,

By

Diana M. Sangalli

Registration No.: 40,798

FULBRIGHT & JAWORSKI L.L.P.

1301 McKinney, Suite 5100

Houston, Texas 77010-3095

Telephone: (713) 651-5151

Facsimile: (713) 651-5246

Attorneys for Applicant

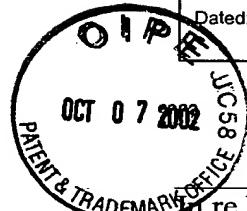
I hereby certify that this correspondence is being deposited with the U.S. Postal Service as Express Mail, Airbill No. EU10400527US, in an envelope addressed to: Box Non-Fee Amendment, Commissioner for Patents, Washington, DC 20231, on the date shown below.

Dated: October 7, 2002

Signature:

*Naomi Serbantez*  
(Naomi Serbantez)

# 9/6  
10-22-02  
Docket No.: HO-P02014US0  
(PATENT)



## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:  
Charles B. Forsythe, et al.

Application No.: 09/650,299

Group Art Unit: 2622

Filed: August 29, 2000

Examiner: Not Yet Assigned

For: METHOD AND SYSTEM FOR SELECTING  
AND PURCHASING MEDIA ADVERTISING

### REPLY AND AMENDMENT

**Box Non-Fee Amendment**  
Commissioner for Patents  
Washington, DC 20231

Dear Sir:

In response to the Office Action dated June 13, 2002, please amend the above-identified U.S. patent application as follows:

#### In the Specification

At page 7, please replace the paragraph starting at line 24 with the following:

If the advertiser has logged on previously, it will enter its log-in ID and password 108 (Fig. 3). The advertiser accesses the Member Home page 110 and either chooses a specific advertising medium, i.e., radio, television, cable, outdoor, or newspaper or goes to a general media selection page that will help with the decision process. When the appropriate icons are selected (radio, television, cable, outdoor or newspaper), a Smart Form is displayed 112 (Figs. 1 and 8A-D). The Smart Form illustrated in Figs. 8A-D is an example only of the content that is generally found in a form of this type. It is not intended to be inclusive of the information contained in such a form.